

U.S. Army 2005 MWR Leisure Needs Survey Results

Area IV - Busan Korea

BRIEFING OUTLINE

Area IV - Busan

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

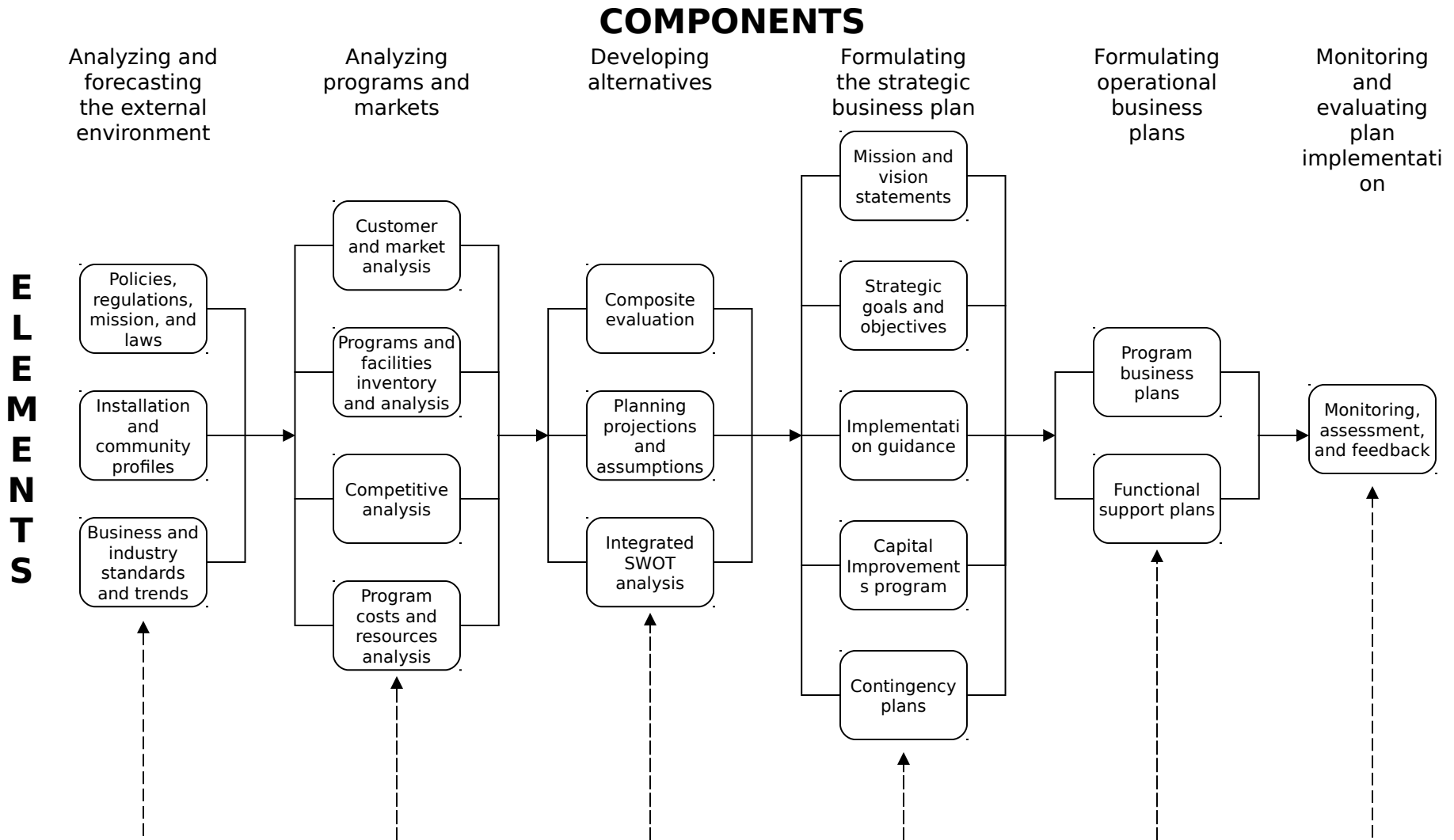
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

Area IV - Busan

MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

Area IV - Busan

▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 672 surveys were distributed at Area IV - Busan



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

METHODOLOGY

Area IV - Busan

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

Area IV - Busan

□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Area IV - Busan:					
Active Duty	495	332	42	12.65%	±14.47%
Spouses of Active Duty	N/A	N/A	N/A	N/A	N/A
Civilian Employees	340	340	31	9.12%	±16.78%
Retirees	N/A	N/A	N/A	N/A	N/A
Total	835	672	73	10.86%	±10.96%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

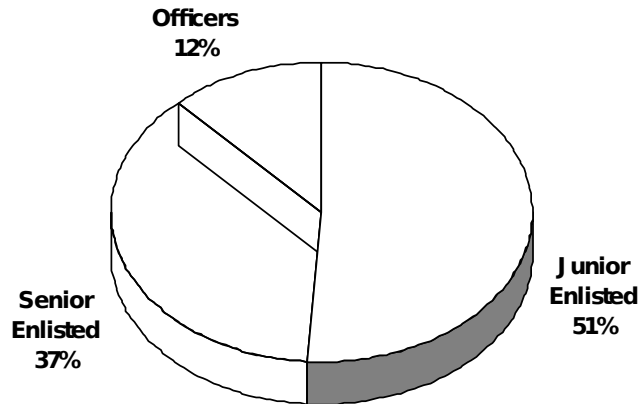
PATRON SAMPLE*

Area IV - Busan

RESPONDENT POPULATION SEGMENTS

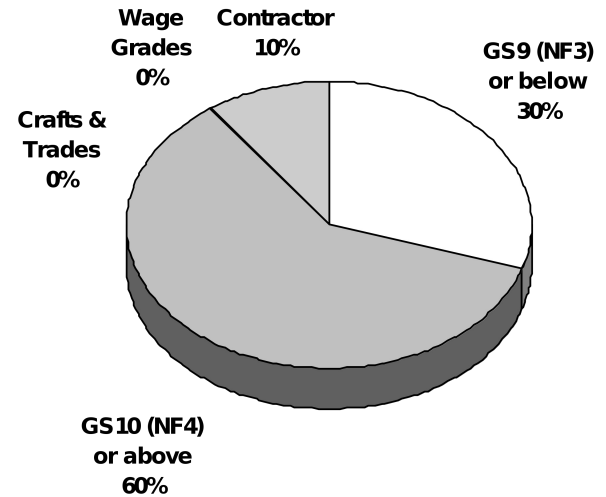
ACTIVE DUTY

(n = 41)



CIVILIANS

(n = 30)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

Area IV - Busan

▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT AREA IV - BUSAN

Area IV - Busan

MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	84%
Library	53%
Bowling Center	52%
Athletic Fields	49%
Swimming Pool	46%

LEAST FREQUENTLY USED FACILITIES

Child Development Center	7%
School Age Services	12%
Arts & Crafts Center	13%
Automotive Skills	28%
BOSS	30%

MWR PROGRAMS & FACILITIES: SATISFACTION AT AREA IV - BUSAN*

Area IV - Busan

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Child Development Center	4.42
School Age Services	4.16
Fitness Center/Gymnasium	4.12
Swimming Pool	4.10
Library	3.89

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Arts & Crafts Center	3.16
Automotive Skills	3.59
Bowling Food & Beverage	3.62
Athletic Fields	3.68
BOSS	3.74

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT AREA IV - BUSAN*

Area IV - Busan

FACILITIES WITH HIGHEST QUALITY RATINGS*

School Age Services	4.43
Child Development Center	4.08
Swimming Pool	3.99
Fitness Center/Gymnasium	3.96
Army Lodging	3.79

FACILITIES WITH LOWEST QUALITY RATINGS*

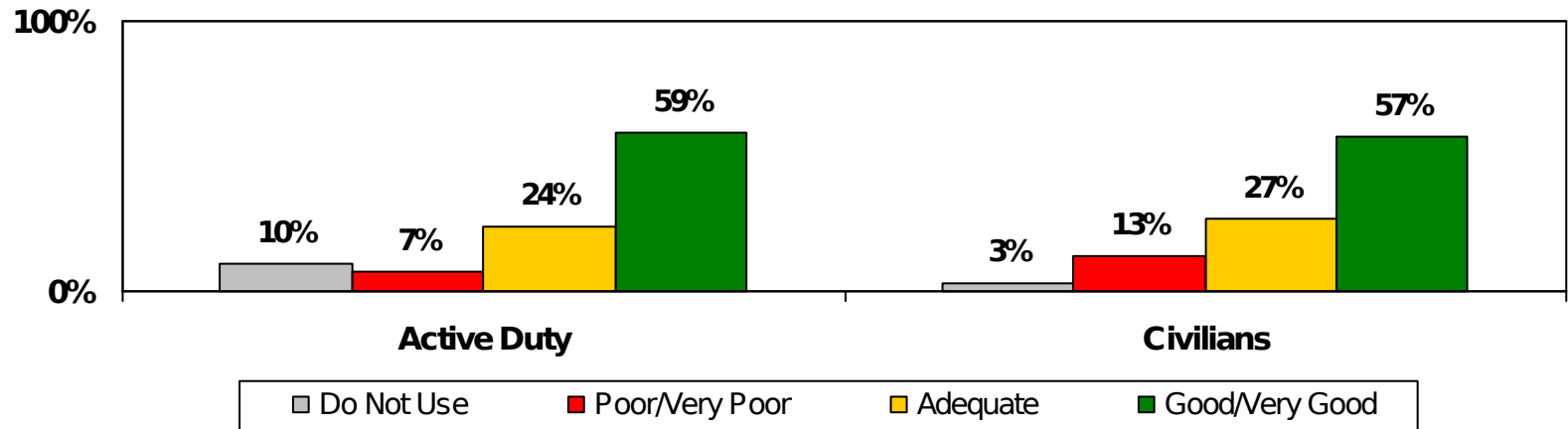
Arts & Crafts Center	3.34
Automotive Skills	3.52
Athletic Fields	3.56
Library	3.63
Bowling Food & Beverage	3.66

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

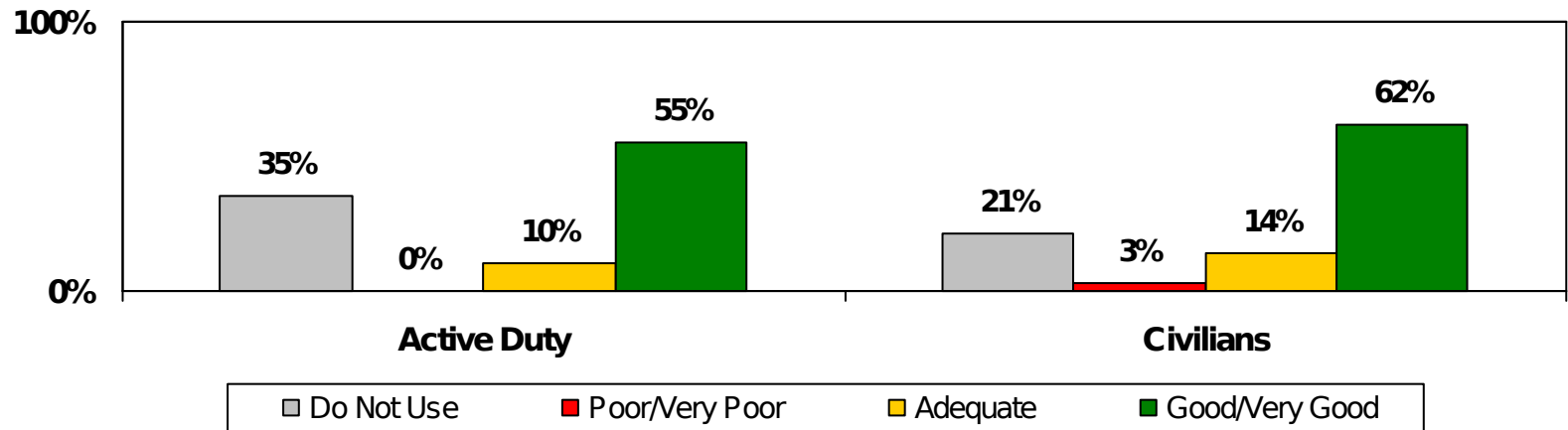
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Area IV - Busan

Quality of On-Post Services



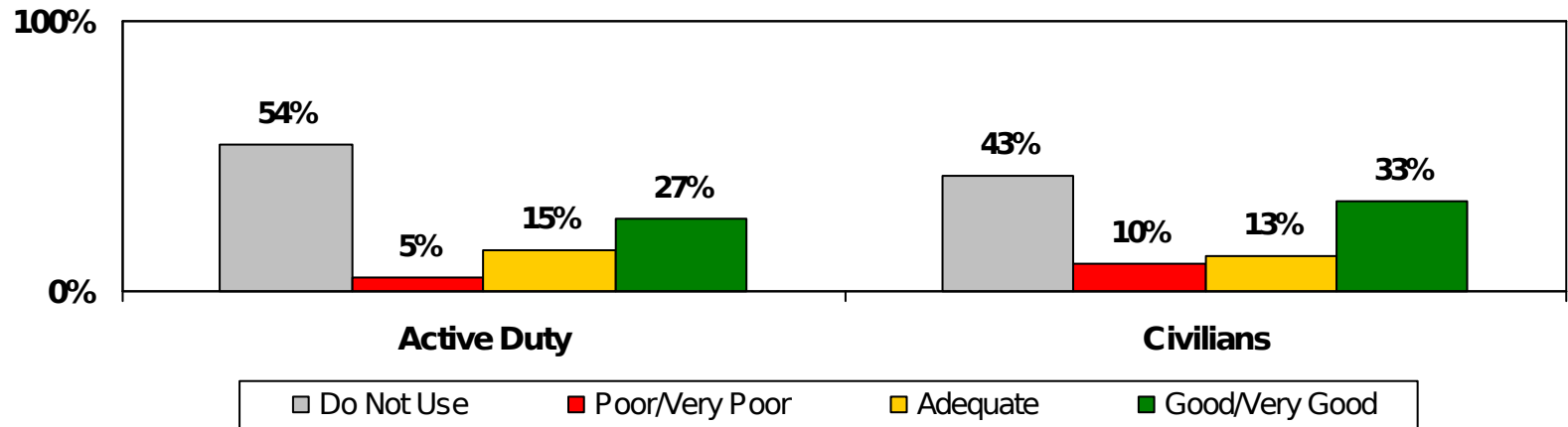
Quality of Off-Post Services



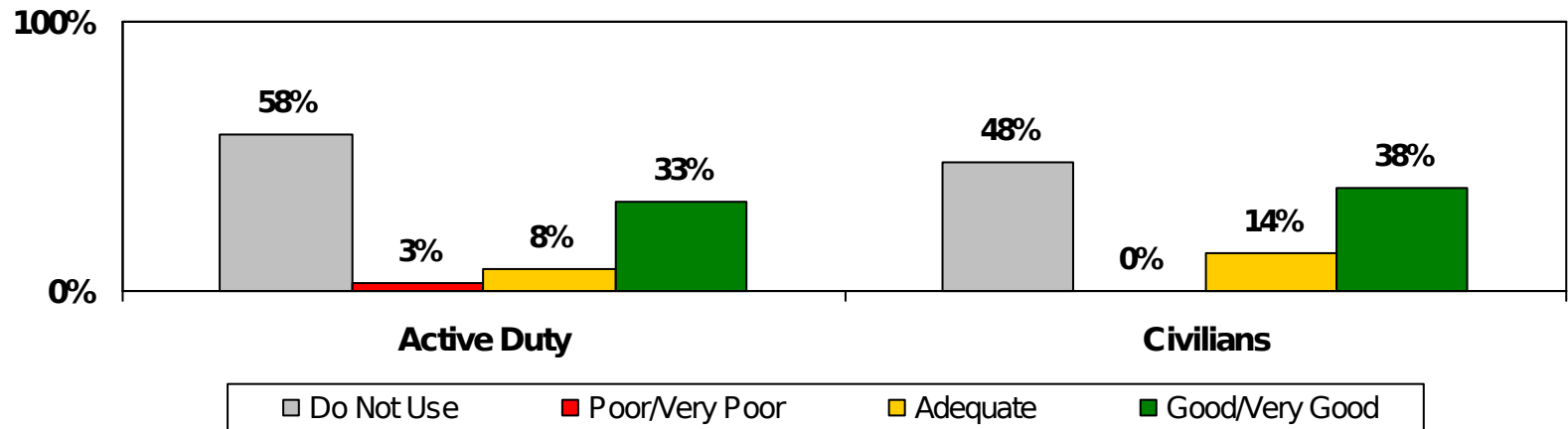
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Area IV - Busan

Quality of On-Post Services



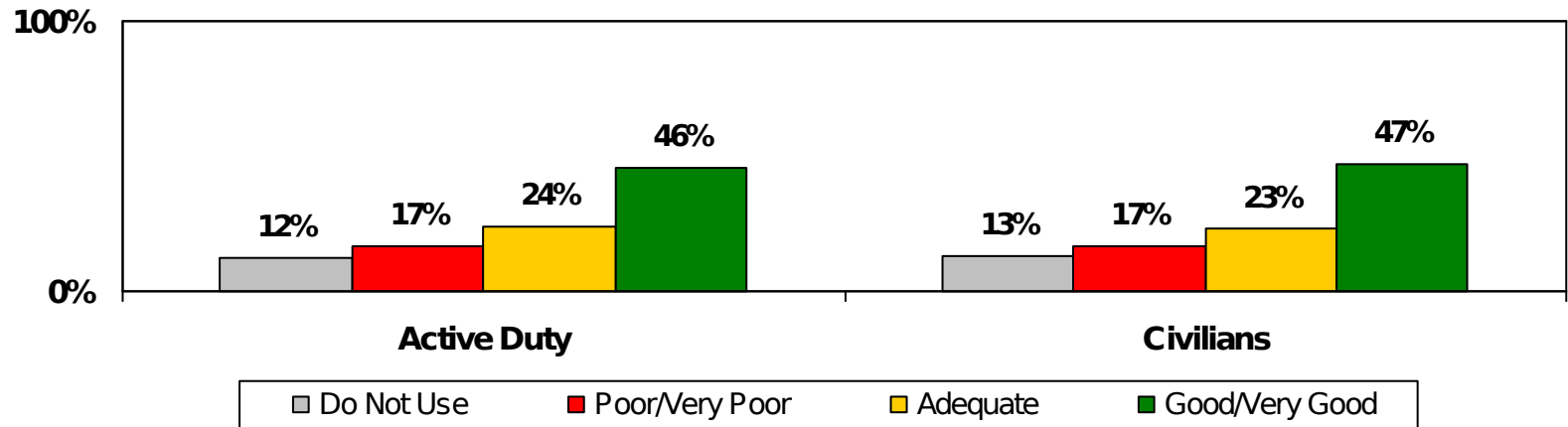
Quality of Off-Post Services



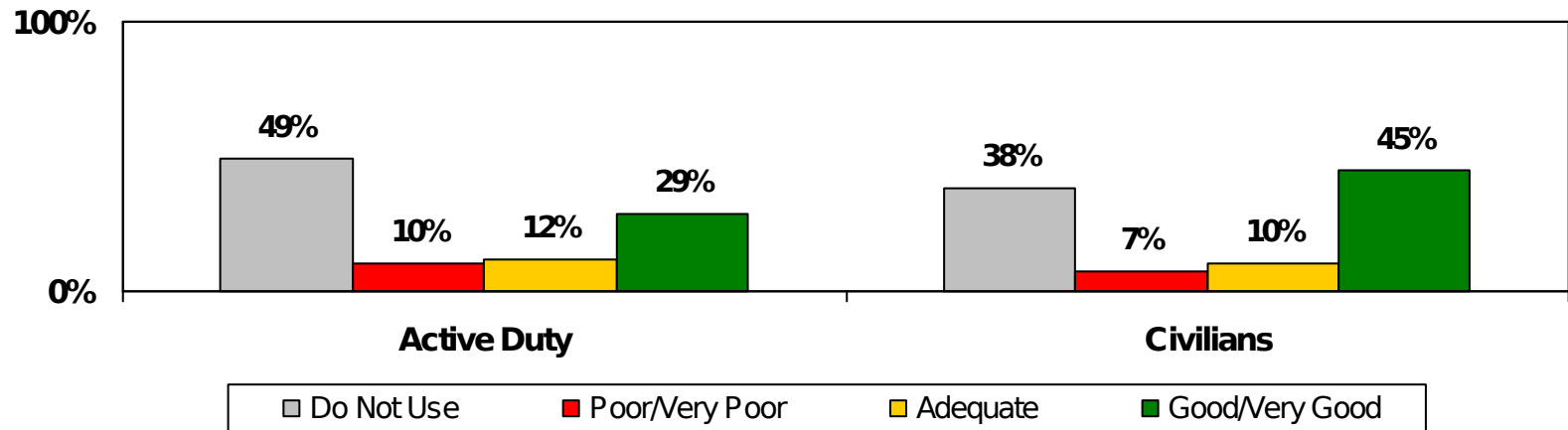
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Area IV - Busan

Quality of On-Post Services

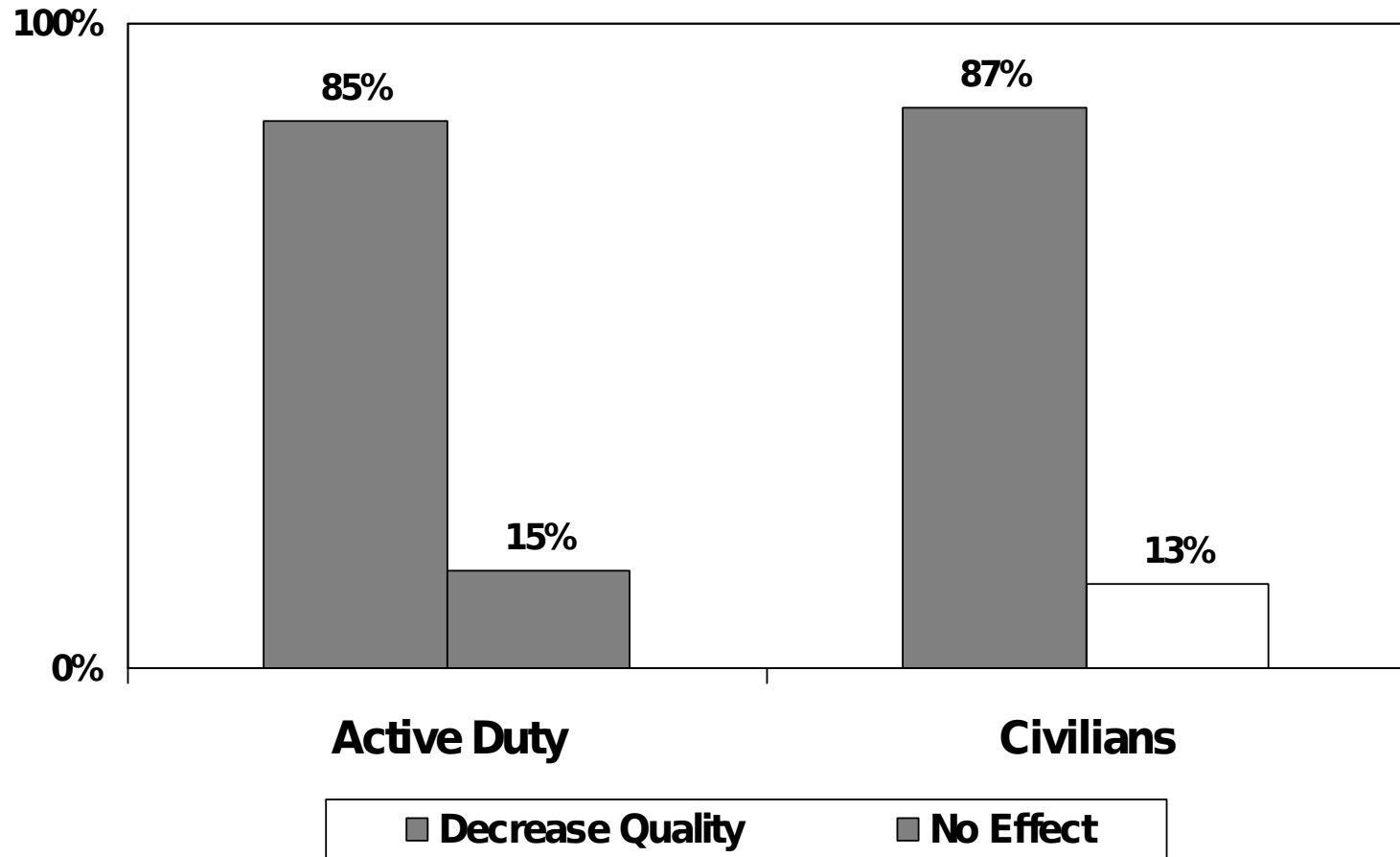


Quality of Off-Post Services



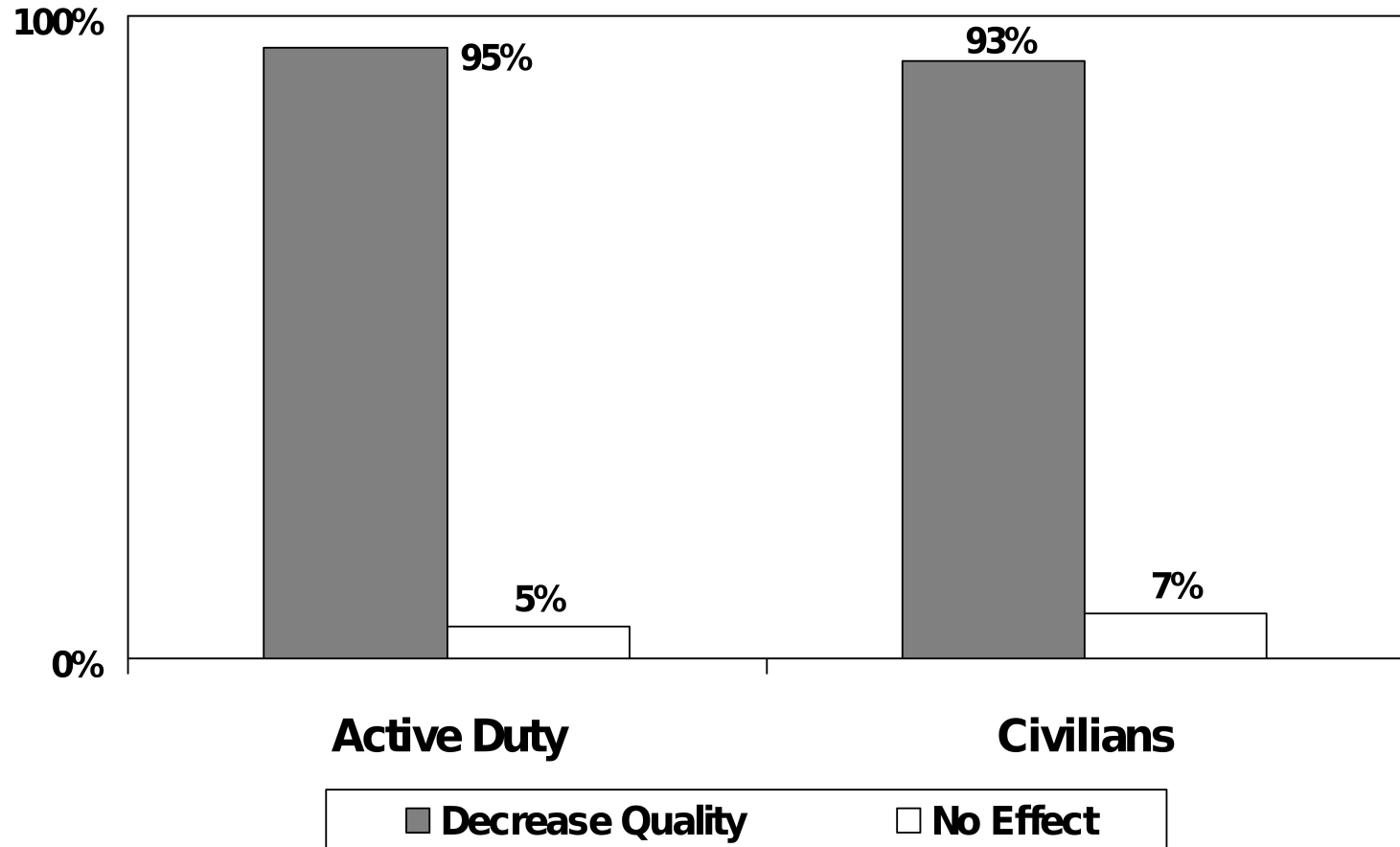
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Area IV - Busan



MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Area IV - Busan



MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Area IV - Busan

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	86%
Army Lodging	67%
Library	62%
Athletic Fields	51%
ITR Office	51%
Clubs	50%
BOSS	48%

RV park	78%
Golf Course Pro Shop	57%
Cabins & Campgrounds	53%
Bowling Pro Shop	51%
Golf Course	50%
Golf Course Food & Beverage	49%
Arts & Crafts Center	46%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

Area IV - Busan

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	CIVILIANS	TOTAL
Internet	12%	30%	19%
E-mail	29%	63%	43%
Friends and neighbors	51%	40%	47%
Family Readiness Groups (FRGs)	7%	10%	8%
Bulletin boards on post	59%	47%	54%
Post newspaper	32%	20%	27%
MWR publications	46%	50%	48%
Radio	32%	47%	38%
Television	24%	23%	24%
My child(ren) let(s) me know	5%	3%	4%
Other unit members or co-workers	41%	33%	38%
Unit or post commander or supervisor	22%	17%	20%
Marquees/billboards	39%	23%	33%
Flyers	56%	47%	52%
Other	12%	3%	9%
I never hear anything	2%	0%	1%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

Area IV - Busan

MWR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	100%
Better Opportunities for Single Soldiers	71%
Army Community Service	70%
MWR Programs and Services	84%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Area IV - Busan

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	60%	79%	21%
Outreach programs	43%	40%	60%
Family Readiness Groups	67%	50%	50%
Relocation Readiness Program	67%	93%	7%
Family Advocacy Program	62%	45%	55%
Crisis intervention	38%	50%	50%
Money management classes, budgeting assistance	67%	62%	38%
Financial counseling, including tax assistance	64%	64%	36%
Consumer information	43%	71%	29%
Employment Readiness Program	48%	67%	33%
Foster child care	24%	60%	40%
Exceptional Family Member Program	48%	75%	25%
Army Family Team Building	52%	67%	33%
Army Family Action Plan	43%	63%	38%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

Area IV - Busan

POSITIVE* ACS IMPACTS	ACTIVE DUTY
Satisfaction with my job	62%
Personal job performance/readiness	62%
Unit cohesion and teamwork	64%
Unit readiness	64%
Relationship with my spouse	55%
Relationship with my children	59%
My family's adjustment to Army life	53%
Family preparedness for deployments	53%
Ability to manage my finances	52%
Feeling that I am part of the military community	66%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

Area IV - Busan

POSITIVE* CYS IMPACTS	ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	100%
Helps minimize lost duty/work time due to lack of child care/youth services	100%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	100%
Allows me to work outside my home	100%
Allows me to work at home	100%
Offers me an employment opportunity within the CYS program	100%
Allows me/my spouse to better concentrate on my/our job(s)	100%
Provides positive growth and development opportunities for my children	100%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

Area IV - Busan

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	47%
Personal job performance/readiness	53%
Unit cohesion and teamwork	84%
Unit readiness	65%
Ability to manage my finances	58%
Feeling that I am part of the military community	85%
Relationship with my children (single parents)	75%
My family's adjustment to Army life (single parents)	75%
Family preparedness for deployments (single parents)	75%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Area IV - Busan

Top 10 Leisure Activities for All Respondents

Night clubs/lounges	66%
Internet access/applications (home)	63%
Happy hour/social hour	57%
Entertaining guests at home	55%
Internet access (library)	54%
Going to beaches/lakes	52%
Reading	50%
Dancing	48%
Multi-media (videos, DVDs, CDs)	43%
Going to movie theatres	41%

Top 5 for Active Duty

Night clubs/lounges	71%
Internet access/applications (home)	62%
Happy hour/social hour	53%
Entertaining guests at home	53%
Going to beaches/lakes	50%

Top 5 for Civilians

Internet access (library)	67%
Reading	65%
Happy hour/social hour	64%
Internet access/applications (home)	64%
Entertaining guests at home	58%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Area IV - Busan

Team Sports

Softball	35%
Basketball	31%
Soccer	29%
Volleyball	28%
Self-directed sports tournaments	23%

Outdoor Recreation

Going to beaches/lakes	52%
Picnicking	29%
Camping/hiking/backpacking	29%
Bicycle riding/mountain biking	23%
Rock climbing/mountain climbing	12%

Social

Night clubs/lounges	66%
Happy hour/social hour	57%
Entertaining guests at home	55%
Dancing	48%
Specially arranged shopping trips	40%

Sports and Fitness

Walking	30%
Running/jogging	30%
Weight/strength training	24%
Bowling	22%
Racquetball	22%

Entertainment

Going to movie theaters	41%
Watching TV, videotapes, and DVDs	37%
Attending sports events	29%
Live entertainment	29%
Festivals/events	27%

Special Interests

Internet access/applications (home)	63%
Digital photography	37%
Automotive detailing/washing	27%
Automotive maintenance & repair	27%
Trips/touring	21%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

Area IV - Busan

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Internet access (library)	54%	N/A	54%
Reading	50%	N/A	50%
Multi-media (videos, DVDs, CDs)	43%	N/A	43%
Happy hour/social hour	39%	19%	57%
Watching TV, videotapes, and DVDs	32%	5%	37%
Reference/research services	32%	N/A	32%
Softball	31%	3%	35%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

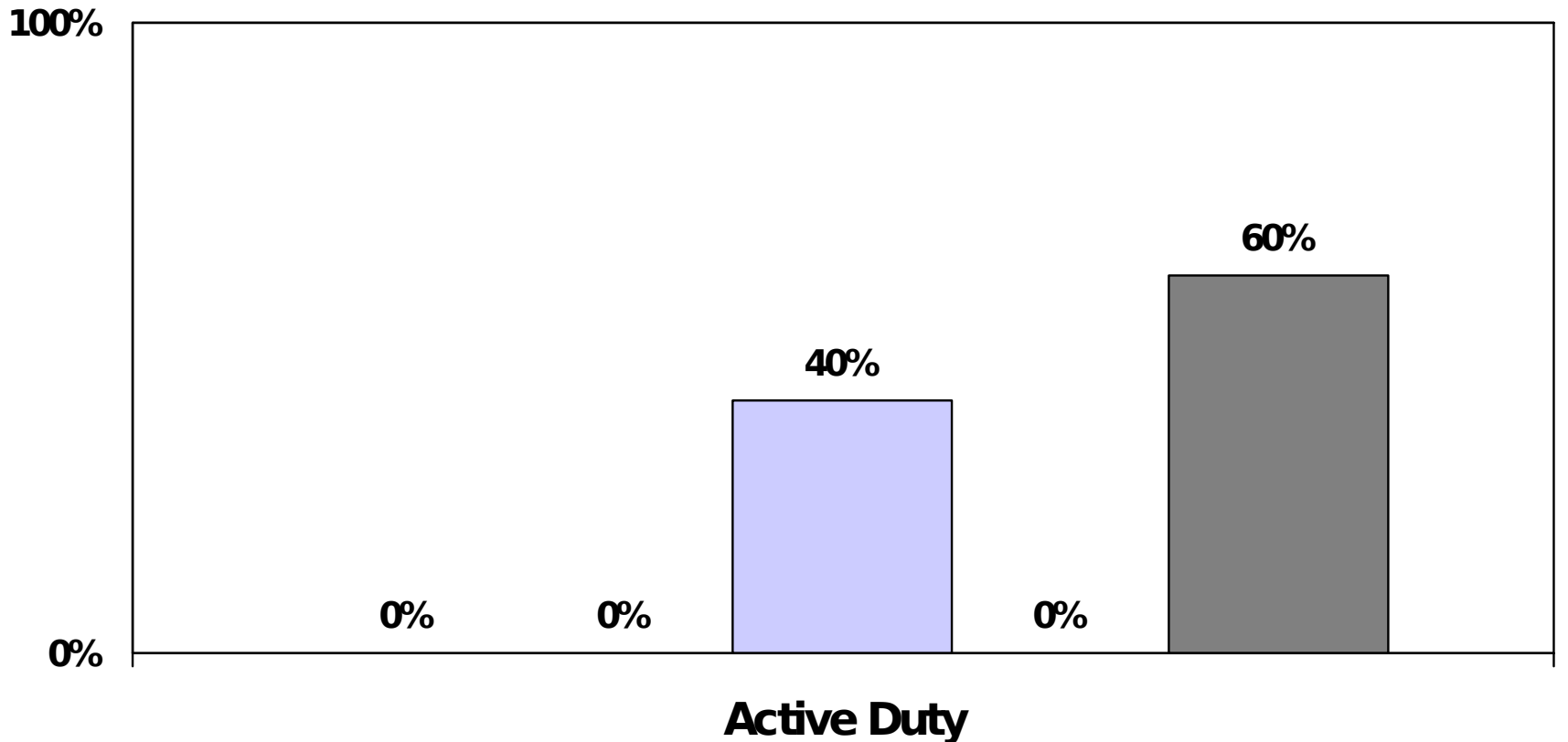
Area IV - Busan

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	24%	3%	35%	63%
Digital photography	5%	13%	18%	37%
Automotive detailing/washing	17%	7%	3%	27%
Automotive maintenance & repair	17%	8%	0%	21%
Trips/touring	6%	15%	0%	21%
Computer games	7%	2%	12%	20%
Computer graphics/design	5%	2%	7%	14%

*Top 7 special interest activity preferences ranked by overall participation.

DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

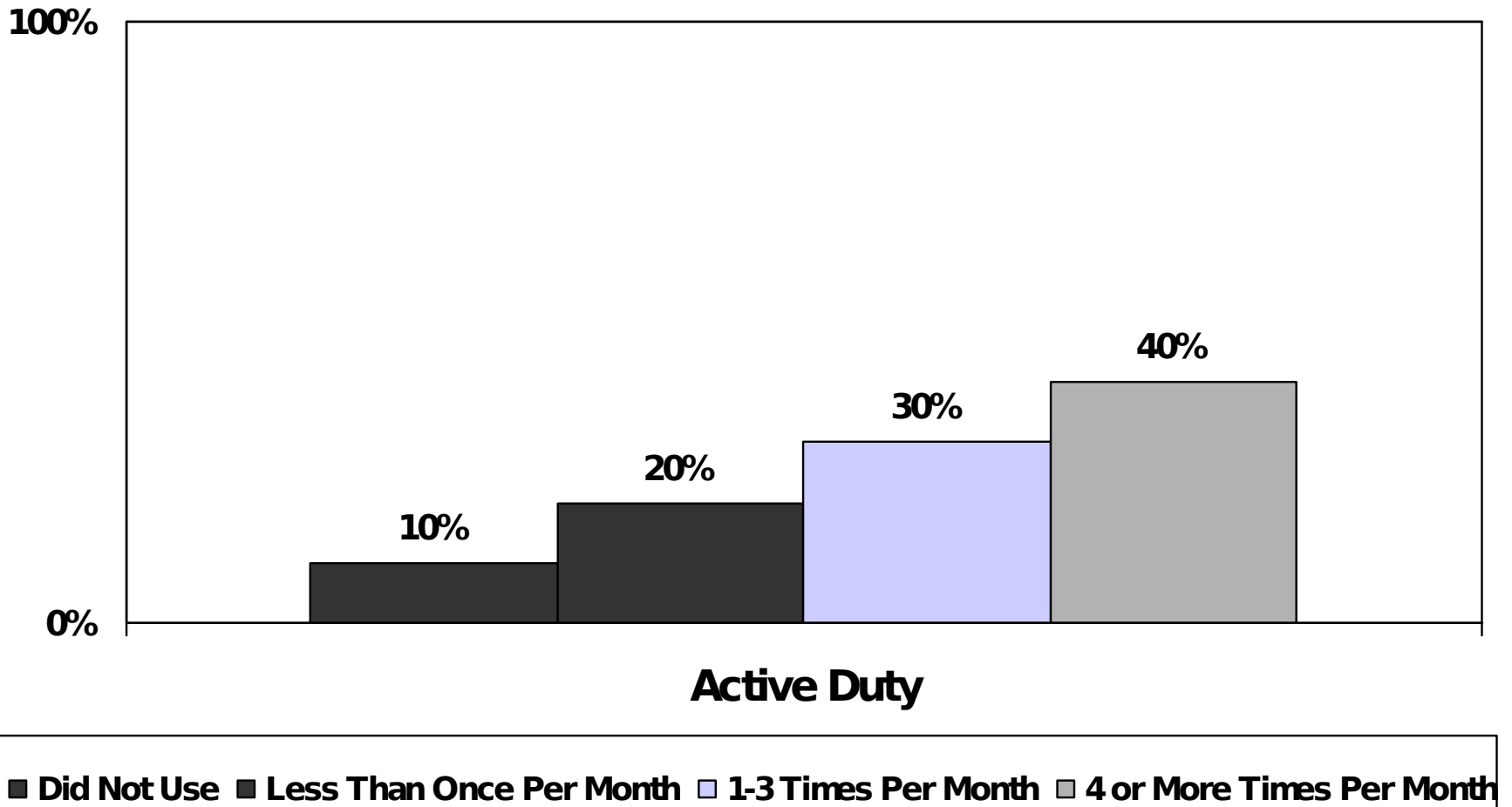
Area IV - Busan



■ Not Important ■ Slightly Important ■ Moderately Important ■ Important ■ Very Important

DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

Area IV - Busan



CAREER INTENTIONS: ACTIVE DUTY

Area IV - Busan

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	13%
Probably will not make military a career	15%
Undecided	20%
Probably will make military a career	28%
Definitely will make military a career	25%

NEXT STEPS

Area IV - Busan

▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)